



Pagosa Springs Area Tourism Board

Meeting Minutes

Tuesday, April 11th, 2017

Pagosa Springs Visitor Center

105 Hot Springs Blvd

4:30 p.m.

I. CALL MEETING TO ORDER

1. Meeting was called to order at 4:30pm
2. In attendance: Criselda Montoya, Mat deGraaf, Nick Tallent, Jon Johnson, Lauri Heraty, Steve Wadley

II. PUBLIC COMMENT

1. No comment

III. CONSENT AGENDA

1. Approval of the February 16th, 2017 Meeting Minutes
 - a) Jon Johnson motioned to approve the consent agenda, Mat deGraaf seconded, all approved

IV. REPORTS TO BOARD

1. Director Report
 - a) February 2017 currently reflects a 6.32% decrease compared to 2016, or \$2,309, with payments still outstanding.
 - b) The addition of Resort Trends handling PR has enabled us to take advantage of more submissions. The strength of their network has shown immediate results. The PR agency with Cumbres & Toltec has reached out to us to partner on hosting various media writers throughout summer of 2017.
 - (1) Lauri Heraty asked about the development of online media center, as content on the new site is limited
 - (a) Director explained that additional content will be added once created; currently photos and videos have been added

V. NEW BUSINESS

1. Beautification Committee

2. Director provided an overview of the new Beautification Committee
 - a) Discussions over the last few months has led to the creation of a Beautification Committee for the community. Through a community-wide effort, the Beautification Committee will enhance the curb appeal of Pagosa Springs and show strong pride of ownership with the addition of flowers throughout the Pagosa Springs community.
 - b) The 2017 Committee Members include: Mayor Don Volger, John Egan, Kathie Lattin, Jon Johnson, Larry Fisher, Amanda Gadomski and Lindsey Smith.
 - c) 2017 Projects include:
 - (1) Adopt-a-Bike Planter Program - Bike Planters will be purchased by the Committee and distributed via a lottery system to interested businesses and non-profits; those that adopt the planters are responsible for planting, maintaining and decorating the bike planters. Beautification awards will be presented at the end of the summer season. Businesses will be encouraged to be creative and have fun with the bike planters. Multiple local businesses have offered discounts for the project. The Committee plans to have 20 bikes distributed throughout the community. A scavenger hunt game will be launched in conjunction with the bike program to encourage visitors and locals to discover each bike planter. Completed puzzles will be returned to the visitor center for a prize.
 - (a) Group discussed possible prizes; Lauri Heraty suggested a prize wheel to spin for prizes; prizes could be donations from local businesses
 - (b) Staff will investigate options
 - (2) Downtown Flower Program - The committee will oversee the addition of new flower planters in public spaces in downtown Pagosa Springs - adding 18 4' planters on the pedestrian bridges (4 each) and Hot Springs Blvd. bridge (6). Additionally, the visitor center will add window and railing boxes, hanging baskets and planters around the property. The plantings will be handled by volunteers and ongoing watering and maintenance will be fulfilled with a part time, seasonal staff person.
 - (3) Kick-Off Event - The Beautification Committee will sponsor a kick-off event and barbeque in Centennial Park, at the GGP site, on Saturday, May 20th. The event will encourage community volunteers to spruce up Pagosa through various projects. The businesses will be selected for the Adopt a Bike program through a lottery system during the event.
 - d) Steve Wadley motioned to approve \$15,000 from the approved 2017 Wayfinding & Signage budget for beautification efforts, Nick Tallent , all approved

VI. NEXT TOURISM BOARD MEETING MAY 9th, 2017 at 4:30PM

VII. ADJOURNMENT

- A. Steve Wadley motioned to adjourn at 5:30pm, Lauri Heraty seconded, all approved